



MINUTES

MICHIGAN STATE WATERWAYS COMMISSION

December 16, 2015

Michigan Historical Center

PRESENT FOR THE WATERWAYS COMMISSION

Commissioner, Chair, Gary Marowske
Commissioner, Vice Chair, Alex Declercq
Commissioner James Hansen
Commissioner Ward Walstrom
Commissioner Nicki Polan
Commissioner Dennis Grinold
Special Consultant, R.J. Peterson

ABSENT

Commissioner, Dennis Nickels

OTHERS PRESENT

Ron Olson, DNR
Bill Boik, DNR
Paul Petersen, DNR
Jason Fleming, DNR
Jordan Byelich, DNR
Scott Pratt, DNR
Maia Turek, DNR
Jacklin Blodgett, DNR
Renee Parker, DNR
Kim Fish, MDEQ, Guest Speaker
David Lorenz, Travel Michigan, Guest Speaker
Kristin Phillips, DNR, Guest Speaker
Christa Sturtevant-Good, DNR, Guest Speaker



MICHIGAN STATE WATERWAYS COMMISSION

OPENING COMMENTS

Chair Gary Marowske called the meeting to order at 9:35 a.m., December 16, 2015. Those present recited the Pledge of Allegiance.

PUBLIC APPEARANCE

Written Correspondence: There was no written correspondence.

Appearances: There was no public comment.

APPROVAL OF MINUTES

MOTION: Chair Gary Marowske asked for a motion for approval of the minutes from the October 23, 2015, Michigan State Waterways Commission meeting. The motion was put into place by Commissioner Ward Walstrom and was seconded by Commissioner James Hansen. Motion carried unanimously, 7-0.

ACTION ITEMS

RESOLUTION 12-2015-01

Resolution 12-2015-01 was presented for approval. This resolution is for support for the utilization of the remaining FY2013 Emergency Dredging Funds.

MOTION: Chair Gary Marowske asked for a vote of support for Resolution 12-20105-01. Commissioner Ward Walstrom approved the motion and Commissioner James Hansen seconded. The vote was carried unanimously 7-0.

PRESENTATION – TRAVEL MICHIGAN

Maia Turek introduced Mr. David Lorenz, Vice President representing Travel Michigan. David has been travel director since June 2015. He showed a short video presentation on what they are currently doing at Travel Michigan. Michigan has a world class environment to offer travelers and a friendly culture of hospitality. Mr. Lorenz shared the first ad that Pure Michigan did some 10 years ago. The first word used in that ad is water, which was not by mistake.



PRESENTATION – MICHIGAN DEPARTMENT OF ENVIRONMENTAL QUALITY

Ms. Kim Fish, Michigan Department of Environmental quality

PRESENTATION – CAMIS/CAMPGROUND RESERVATION SYSTEM

Ms. Christa Sturtevant-Good

PRESENTATION – WATERWAYS MARKETING AND OUTREACH

Maia Turek introduced Kristin Phillips, Chief, Marketing and Outreach Division. Kristin's responsibilities include education and marketing. The marketing division has many tools they use to assist with marketing efforts. Division manages the communication tools like social media, web site, email, video, writers etc. They focus on information to our customers, letting them know about license seasons, trail opening and closings, opening of camping seasons. Overall our goals are educating people about Michigan's natural resources, increasing awareness and overall awareness and support. Many customers receive emails from marketing; there are over 25 million hits to their website each year. We often work with Pure Michigan on advertising; which helps us market hunting and fishing as well as other activities. Kristin shared several projects that her division is currently working on and highlighted the camper survey that was recently put into place. There is much we could do electronically to further market Michigan's boating recreation.

ELECTION OF OFFICERS

OLD BUSINESS

WATER TRAIL UPDATE

GENERAL UPDATE

OPERATIONS UPDATE

PROJECT UPDATE

FINANCIAL UPDATE

A brief financial update was given by Jacklin Blodgett; documents to support this update were included in each commissioner's packet for their review.



LEGISLATIVE UPDATE

A written Legislative report was included in each commissioner's meeting packet for their information.

GREAT LAKES WATER LEVEL REPORT

The US Army Corps of Engineers – Detroit District Great Lakes water level outlook was included in each commissioner's meeting packet for their information.

ADJOURNMENT

The meeting adjourned at 11:40 a.m.

The next Michigan State Waterways Commission Meeting:

February 12, 2016 Constitution Hall
525 W. Allegan St.
Lansing, MI 48909
Edward Hutchinson Conference Room

DRAFT